

**AMENDMENTS TO THE CLAIMS**

Please amend the claims as follows.

1. (Currently Amended) A method of advertising during a commercial transaction, comprising the steps of:

providing one or more commercial transaction locations each having one or more commercial transaction systems for allowing a customer to conduct a commercial transaction and having a display for displaying programming information to the customer;

inputting by the customer of identification information unique to that customer at a select one of the commercial transaction locations;

transmitting customer profile information of the customer from a central location to the select commercial transaction location, the step of transmitting comprising the steps of:

converting the customer profile information into a profile data word; and

transmitting the profile data word to the select commercial transaction location;

decoding, at the select commercial transaction location, the profile data word to define decoded profile information;

merging update information and advertising information, previously transmitted to the select commercial transaction location from the central location and stored at the select commercial transaction location prior to the commercial transaction, in accordance with the decoded profile information, wherein the decoded profile information is used to control the merging operation such that the merged update information and advertising information comprise [[s]] filtered and

customized update information and advertising information produced at the select commercial transaction location;

using the merged update information and advertising information to generate programming information; and

presenting the programming information to the customer during the commercial transaction on the display at the select commercial transaction location.

2. (Previously Presented) The method of claim 1, wherein the step of transmitting is performed using a wireless communication system.

3. (Previously Presented) The method of Claim 1, wherein the one or more commercial transaction systems have audio and video presentation capabilities.

4. (Previously Presented) The method of Claim 1, further comprising the step of transmitting a unique ID to the central location from the select commercial transaction location, the unique ID associated with the customer and used to perform a matching operation on a central location database to obtain the customer profile information of the customer.

Claims 5-7 (Cancelled).

8. (Previously Presented) The method of Claim 1, wherein a select one of the one or more commercial transaction systems from which the customer is conducting said commercial transaction uses the profile data word to generate the programming information for presentation to the customer during said commercial transaction.

9. (Previously Presented) The method of Claim 1, wherein the programming information comprises update information and advertising information, the update information comprising news, weather, sports, travel, and road condition information, and the advertising information comprising product promotions which are related to the select commercial transaction location.

10. (Cancelled)

11. (Previously Presented) The method of Claim 1, wherein said merging occurs according to priority indicated by the decoded profile information and stipulated by the customer.

12. (Previously Presented) The method of Claim 1, wherein the programming information is modified during the commercial transaction based on input received from the customer during the commercial transaction, and the customer profile information is updated at the central location based on the customer input.

13. (Previously Presented) The method of Claim 1, wherein the customer profile information is updated according to: (i) a type of purchase, and (ii) a method of payment for the purchase made by the customer at a point-of-sale system affiliated with the select commercial transaction location.

14. (Previously Presented) The method of Claim 1, wherein the step of transmitting transmits the customer profile information to a local office system at the select commercial transaction location for generation of the programming information, the local office system transmitting the programming information to a select one of the one or more commercial transaction systems in use by the customer for presentation to the customer during the commercial transaction.

15. (Previously Presented) The method of Claim 1, wherein each of the one or more commercial transaction systems is uniquely addressable using a wireless communication system such that the customer profile information is downloaded from the central location to a select one of the one or more commercial transaction systems from which the customer is conducting the commercial transaction, and modified customer profile information is uploaded from the select commercial transaction system to the central location.

16. (Currently Amended) A system of advertising during a commercial transaction, comprising:

one or more commercial transaction locations each having one or more commercial transaction systems, each commercial transaction system allowing a customer to conduct a commercial transaction, each commercial transaction location comprising:

a data entry device for receiving customer identification information unique to that customer;

a transmitter for transmitting said customer identification information; and

a display system for presenting programming information to the customer during the commercial transaction; and

a central location for transmitting customer profile information of the customer to a select one of said one or more commercial transaction locations in response to receiving said customer identification information from the select commercial transaction location;

said central location including a processor for transmitting the customer profile information by converting said customer profile information into a profile data word, said central location transmitting said profile data word to the select commercial transaction location;

wherein:

said profile data word is decoded at the select commercial transaction location to define decoded profile information;

update information and advertising information, previously transmitted to the select commercial transaction location from the central location and stored at the select commercial

transaction location prior to the commercial transaction, are merged in accordance with the decoded profile information, wherein the decoded profile information is used to control the merging operation such that the merged update information and advertising information comprise [[s]] filtered update information and advertising information; and

    said merged update information and advertising information [[is]] are used to generate the programming information for presentation to said customer during the commercial transaction.

17. (Previously Presented)      The system of Claim 16, wherein a wireless communication system is used to communicate between said central location and said one or more commercial transaction locations.

18. (Previously Presented)      The system of Claim 16, wherein said one or more commercial transaction systems have audio and video presentation capabilities.

19. (Previously Presented)      The system of Claim 16, wherein a unique ID is transmitted to said central location from said select commercial transaction location, said unique ID associated with said customer and used to perform a matching operation on a central location database to obtain said customer profile information of said customer.

Claims 20-22 (Cancelled).

23. (Previously Presented) The system of Claim 16, wherein a select one of said one or more commercial transaction systems from which said customer is conducting said commercial transaction uses said profile data word to generate said programming information for presentation to said customer during said commercial transaction.

24. (Previously Presented) The system of Claim 16, wherein said programming information comprises update information and advertising information, said update information comprising news, weather, sports, travel, and road condition information, and said advertising information containing product promotions which are related to the select commercial transaction locations.

25. (Cancelled)

26. (Previously Presented) The system of Claim 16, wherein said merging occurs according to priority indicated by the decoded profile information and stipulated by said customer.

27. (Previously Presented) The system of Claim 16, wherein said programming information is modified during the commercial transaction based on input received from the customer during the commercial transaction, and said customer input is retained for use in updating said customer profile information at the central location.

28. (Previously Presented) The system of Claim 16, wherein said customer profile information is updated according to: (i) a type of purchase, and (ii) a method of payment for said purchase by said customer at a point-of-sale system affiliated with said select commercial transaction locations.

29. (Previously Presented) The system of Claim 16, wherein said customer profile information is transmitted to a local office system at said select commercial transaction location for generation of said programming information, said local office system transmitting said programming information to a select one of said one or more commercial transaction system s in use by said customer for presentation to said customer during the commercial transaction.

30. (Previously Presented) The system of Claim 16, wherein each of said one or more commercial transaction systems is uniquely addressable using a wireless communication system such that said customer profile information is downloaded from said central location to a select one of said one or more commercial transaction systems from which said customer is conducting a commercial transaction, and modified customer profile information is uploaded to said central location from said select commercial transaction systems.

Claims 31-38 (Cancelled).

39. (Previously Presented) A method for allowing a customer to conduct a commercial transaction, comprising:

receiving identification information from the customer using a commercial transaction system at a commercial transaction location;

receiving customer profile information associated with the customer at the commercial transaction location from a central location, the customer profile information comprising a profile data word;

decoding the profile data word at the commercial transaction location to generate decoded profile information;

using the decoded profile information to select programming information to be presented to the customer, the programming information previously transmitted to the commercial transaction location from the central location and stored at the commercial transaction location prior to the commercial transaction, the programming information selected at the commercial transaction location; and

presenting at least part of the selected programming information to the customer on a display at the commercial transaction location.

40. (Previously Presented) The method of Claim 39, wherein the programming information comprises:

update information associated with one or more of: news, weather, sports, travel, and road condition information; and

advertising information associated with product promotions related to the commercial transaction location.

41. (Previously Presented) The method of Claim 39, further comprising:

receiving input from the customer during presentation of at least part of the selected programming information; and

modifying, at the commercial transaction location, the selected programming information being presented to the customer based on the customer input.

42. (Previously Presented) The method of Claim 41, further comprising:

communicating the customer input from the commercial transaction location to the central location, the central location capable of updating the customer profile information based on the customer input.

43. (Previously Presented) A system for allowing a customer to conduct a commercial transaction using a commercial transaction system at a commercial transaction location, comprising:

    a data entry device capable of receiving customer identification information from the customer at the commercial transaction location;

    a transmitter capable of transmitting the customer identification information from the commercial transaction location to a central location; and

    a display capable of presenting programming information to the customer during the commercial transaction at the commercial transaction location;

    wherein the programming information is selected at the commercial transaction location based on customer profile information associated with the customer received from the central location, the customer profile information comprising a profile data word that is decoded at the commercial transaction location to generate decoded profile information, the decoded profile information used to select the programming information to be presented to the customer, the programming information previously transmitted to the commercial transaction location from the central location and stored at the commercial transaction location prior to the commercial transaction.

44. (Previously Presented) The system of Claim 43, further comprising:  
a receiver capable of receiving the profile data word from the central location; and  
a processor capable of decoding the profile data word and using the decoded profile  
information to select the programming information to be presented to the customer.

45. (Previously Presented) The system of Claim 43, wherein:  
a local office system is capable of receiving the profile data word from the central location,  
decoding the profile data word, and using the decoded profile information to select the programming  
information to be presented to the customer; and  
further comprising a processor capable of receiving the selected programming information  
from the local office system.

46. (Previously Presented) The system of Claim 43, wherein the programming  
information comprises:  
update information associated with one or more of: news, weather, sports, travel, and road  
condition information; and  
advertising information associated with product promotions related to the commercial  
transaction location.

47. (Previously Presented) The system of Claim 43, wherein:  
the data entry device is further capable of receiving input from the customer during presentation of at least part of the selected programming information; and  
at least one of a processor and a local office system is capable of modifying the selected programming information being presented to the customer based on the customer input.

48. (Previously Presented) The system of Claim 47, wherein the transmitter is further capable of communicating the customer input from the commercial transaction location to the central location, the central location capable of updating the customer profile information based on the customer input.

49. (Previously Presented) The system of Claim 43, further comprising:  
a fueling system capable of dispensing fuel to the customer during the commercial transaction.